

### **ABSTRACT**

A system and method of conducting electronic commerce is provided in which phantom advertising response clicks are reduced by inhibiting automated click-through access to an advertised Internet website. A security system is provided that makes it difficult, if not impossible, for automated systems to gain click-through access to an advertised Internet website without human intervention. An interim landing page is provided by the retailer to generate click counts reducing the phantom percentage contained. Passage through the interim landing page is required in order to gain access to the retailer's advertised web page.

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